

Tourist product "one tank trip" as a factor of increasing the competitiveness of small touristic towns in Russia

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Abstract

The article briefly describes the issue of Russian small towns' competitive growth by including them into travel itineraries in the areas of inland and inbound tourism. An article covers the basic concepts and methods related to attractiveness growth of small touristic towns in Russian Federation by means of weekend tours intensification in the areas of inland and inbound tourism. Also the article describes the methods and the possibilities of the use of small touristic cities cultural and historical potential of for the purposes of tourism. Increase of tourist attractiveness of small touristic towns is proposed to achieve by bringing out on the tourist market of Russia the automobile weekend tour One Tank Trip. Also in an article was made an approximate calculation of innovative tourist product One Tank Trip per person when organizing a trip to the small touristic city Elabuga in the Republic of Tatarstan, described by authors. As the result, authors came to a conclusion about viability of development and promotion of tourist product One Tank Trip for the purposes of the increase of small touristic cities competitiveness.

Keywords

Automobile weekend tour, Competitiveness of small touristic cities, Tourist product

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